

**AMENDMENT TO THE CLAIMS**

Cancel pending claims 18 to 98.

Add new claims 99 to 166 as follows:

99. A method implemented in a computer system of one or more networked computers, for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the method comprising:

maintaining in the computer system a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, the each set of bidding parameters including specifications of desired advertising opportunities, whereby the each set of bidding parameters indicates whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of advertisements for fulfilling the each advertising opportunity, wherein at least one of the plurality of sets of bidding parameters specifies web page characteristics;

receiving in the computer system an indication of the request for content, thereby presenting the each advertising opportunity; and in response to the request for content:

submitting in the computer system one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

selecting in the computer system a bid from among the submitted bids; and  
identifying in the computer system an advertisement associated with the  
selected bid,  
whereby the identified advertisement is determined by a bidding process.

100. The method of claim 99, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

101. The method of claim 99, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a respective same event for all of the submitted bids.

102. The method of claim 99, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the each advertising opportunity.

103. The method of claim 101, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the each advertising opportunity.

104. The method of claim 99, wherein the request for content by the browser is caused by a reference in a web page.

105. The method of claim 100, wherein the request for content by the browser is caused by a reference in a web page.

106. The method of claim 101, wherein the request for content by the browser is caused by a reference in a web page.

107. The method of claim 102, wherein the request for content by the browser is caused by a reference in a web page.

108. The method of claim 103, wherein the request for content by the browser is caused by a reference in a web page.

109. The method of claim 99, wherein each submitted bid is associated with a respective bidding agent.

110. The method of claim 99, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

111. The method of claim 99, wherein information about a viewer utilizing the browser is maintained in the computer system.

112. The method of claim 99, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

113. The method of claim 112, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

114. The method of claim 112, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

115. The method of claim 112, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the each advertising opportunity.

116. The method of claim 114, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the each advertising opportunity.

117. The method of claim 112, wherein the request for content by the browser is caused by a reference in a web page.

118. The method of claim 113, wherein the request for content by the browser is caused by a reference in a web page.

119. The method of claim 114, wherein the request for content by the browser is caused by a reference in a web page.

120. The method of claim 115, wherein the request for content by the browser is caused by a reference in a web page.

121. The method of claim 116, wherein the request for content by the browser is caused by a reference in a web page.

122. The method of claim 99, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount

123. The method of claim 122, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

124. The method of claim 122, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

125. The method of claim 122, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the each advertising opportunity.

126. The method of claim 124, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the each advertising opportunity.

127. The method of claim 122, wherein the request for content by the browser is caused by a reference in a web page.

128. The method of claim 123, wherein the request for content by the browser is caused by a reference in a web page.

129. The method of claim 124, wherein the request for content by the browser is caused by a reference in a web page.

130. The method of claim 125, wherein the request for content by the browser is caused by a reference in a web page.

131. The method of claim 126, wherein the request for content by the browser is caused by a reference in a web page.

132. The method of claim 99, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.

133. A computer system for determining in response to each advertising opportunity of a plurality of advertising opportunities, which advertisement of a plurality of advertisements to provide for fulfilling the each advertising opportunity, the each advertising opportunity being an opportunity to serve an advertisement to a browser in response to a request for content by the browser, the computer system comprising:  
a computer system comprising one or more networked computers, which:  
maintains the plurality of advertisements and a plurality of sets of bidding parameters, each set of bidding parameters being associated with one or more of the plurality of advertisements and an advertiser, the each set of bidding parameters including specifications of desired advertising opportunities, whereby the each set of bidding parameters indicates whether the associated advertiser is desirous that a bid should be submitted for providing one of the associated one or more of the plurality of

advertisements for fulfilling the each advertising opportunity, wherein at least one of the plurality of sets of bidding parameters specifies web page characteristics;

receives an indication of the request for content, thereby presenting the each advertising opportunity;

submits in the computer system, in response to the request for content, one or more bids, each submitted bid being based on one of the sets of bidding parameters, the one of the sets of bidding parameters being met by characteristics of the advertising opportunity, wherein the each submitted bid, in accordance with the one of the sets of bidding parameters, is associated with a monetary amount that an advertiser associated with the each submitted bid is willing to pay if the each submitted bid is selected and a specific event occurs;

selects a bid from among the submitted bids; and

identifies an advertisement associated with the selected bid,

whereby the identified advertisement is determined by a bidding process.

134. The computer system of claim 133, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

135. The computer system of claim 133, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

136. The computer system of claim 133, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

137. The computer system of claim 135, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids, to the browser in fulfillment of the each advertising opportunity.

138. The computer system of claim 133, wherein the request for content by the browser is caused by a reference in a web page.

139. The computer system of claim 134, wherein the request for content by the browser is caused by a reference in a web page.

140. The computer system of claim 135, wherein the request for content by the browser is caused by a reference in a web page.

141. The computer system of claim 136, wherein the request for content by the browser is caused by a reference in a web page.

142. The computer system of claim 137, wherein the request for content by the browser is caused by a reference in a web page.

143. The computer system of claim 133, wherein each submitted bid is associated with a respective bidding agent.

144. The computer system of claim 133, wherein each submitted bid includes a reference to an advertisement associated with the each submitted bid.

145. The computer system of claim 133, wherein information about a viewer utilizing the browser is maintained in the computer system.



146. The computer system of claim 133, wherein the selection of the selected bid is based on the selected bid being determined in the computer system as having a highest beneficial value.

147. The computer system of claim 146, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

148. The computer system of claim 146, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same respective event for all of the submitted bids.

149. The computer system of claim 146, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the each advertising opportunity.

150. The computer system of claim 148, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the each advertising opportunity.

151. The computer system of claim 146, wherein the request for content by the browser is caused by a reference in a web page.

152. The computer system of claim 147, wherein the request for content by the browser is caused by a reference in a web page.

153. The computer system of claim 148, wherein the request for content by the browser is caused by a reference in a web page.

154. The computer system of claim 149, wherein the request for content by the browser is caused by a reference in a web page.

155. The computer system of claim 150, wherein the request for content by the browser is caused by a reference in a web page.

156. The computer system of claim 133, wherein the selection of the selected bid is based on the selected bid being associated with a highest monetary amount

157. The computer system of claim 156, wherein the monetary amount associated with each of the submitted bids is included in the each of the submitted bids.

158. The computer system of claim 156, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a same event type for all of the submitted bids.

159. The computer system of claim 156, wherein the specific event for which the advertiser associated with at least one of the submitted bids is willing to pay the monetary amount associated with the at least one of the submitted bids, is a serving of an advertisement associated with the at least one of the submitted bids to the browser in fulfillment of the each advertising opportunity.

160. The computer system of claim 158, wherein the specific event for which the advertiser associated with each of the submitted bids is willing to pay the monetary amount associated with the each of the submitted bids, is a serving of an advertisement associated with the each of the submitted bids to the browser in fulfillment of the each advertising opportunity.

161. The computer system of claim 156, wherein the request for content by the browser is caused by a reference in a web page.

162. The computer system of claim 157, wherein the request for content by the browser is caused by a reference in a web page.

163. The computer system of claim 158, wherein the request for content by the browser is caused by a reference in a web page.

164. The computer system of claim 159, wherein the request for content by the browser is caused by a reference in a web page.

165. The computer system of claim 160, wherein the request for content by the browser is caused by a reference in a web page.

166. The computer system of claim 133, wherein at least one of the plurality of sets of bidding parameters includes a plurality of levels, wherein a first level includes a first criteria of advertising opportunities and a second level includes the first criteria of advertising opportunities and a second criteria of advertising opportunities.